

CONTENT CREATION

BY PAUL CHOY



A BIT ABOUT MY WORK

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I am an internationally published documentary writer and photographer. I travel the world, creating engaging content for organisations that wish to capture the authentic spirit of their story and values. The content I create is perfect for digital use, such as electronic brochures and websites, and analogue use, such as books and magazines.

Through the photographs I capture and the words I write, I endeavour to take people on a journey to destinations near and far, allowing them to discover the stories I share.

I base my work on the concept of "stories". A story is a collection of photographs around a single subject, with a short piece of descriptive text to bring it all together. This text could be a simple quote or observation to give context to the photograph or a longer article allowing us to delve further into the subject. This approach enables each story to be used in isolation or grouped to form a larger body of work: one story, multiple uses.

ONE STORY...

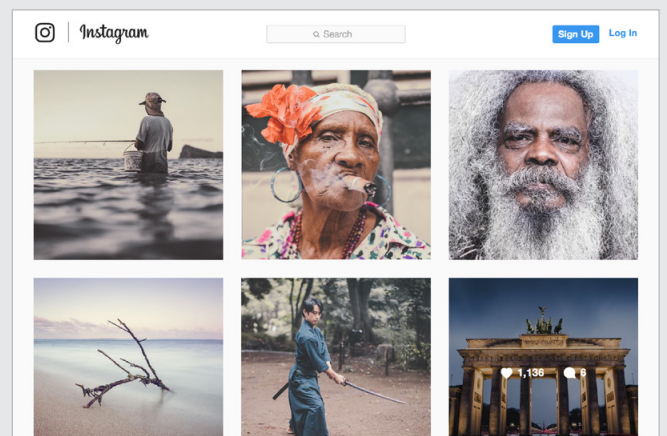
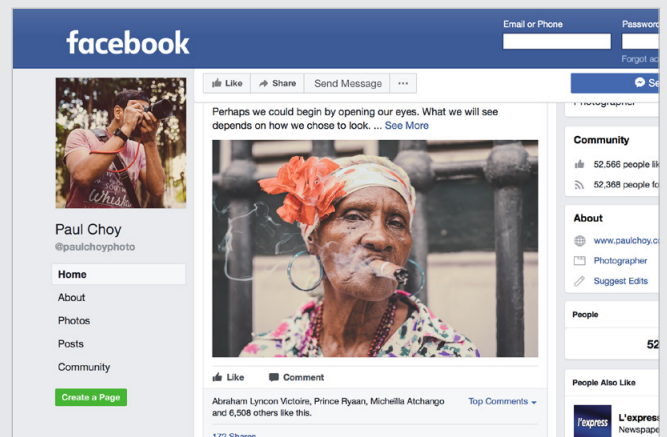
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“ I love Havana.
I have never left the
city – I never will. ”

Sylvia, Cigar Vendor

...SO MANY USES





“ As a writer and photographer, I am driven by the desire to discover the incredible world around me. ”

MY TYPICAL WORKFLOW

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My workflow includes "production days" and "post-production" days. Production days are full days spent capturing the raw material for each assignment. I will visit locations significant to our narrative, discovering the stories I will share.

For each production day, I'll spend an additional day on post-production, editing the selected photographs we will use to illustrate our story and writing the words to complete our narrative. I will also use these days to write any additional material required for each project, such as introductions and other content.

I am fortunate to be supported by a small but highly talented team of researchers, graphic designers, editors and proofreaders to help me produce content of the very highest quality. However, as the author of the creative works, I complete each project's written, photographic and presentation elements.

PRODUCTION DAYS

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Production days generally involve lots of exploring as I endeavour to discover each of the stories I will share. I will capture a lot of photographs – many hundreds or more. Most of these photographs will never be used, as it can easily take a hundred photographs of the ordinary to capture one photograph of the extraordinary.

I will also talk to the people who will contribute to the narrative, learning about their experiences to bring authenticity to each story. These discussions, along with my personal observations, will help me to shape the content captured throughout the day.

Although I often conduct a substantial amount of pre-production research, I don't follow a strict plan on production days. I prefer to allow the stories I encounter to unfold naturally, so I follow whatever path the day's circumstances dictate. Usually, I conduct production days alone or with a very small team to maintain the wellbeing of the people I meet and the natural ambience of the locations I visit.

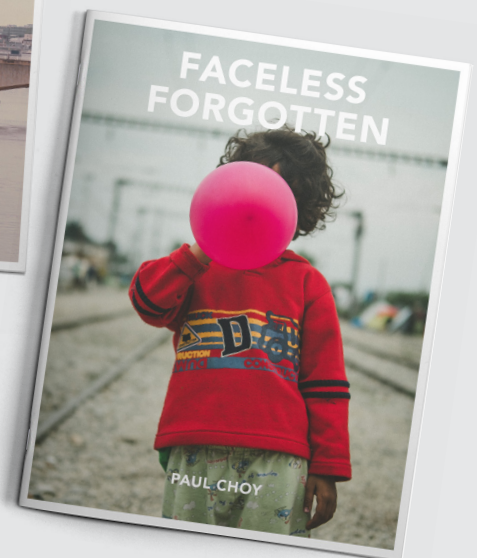
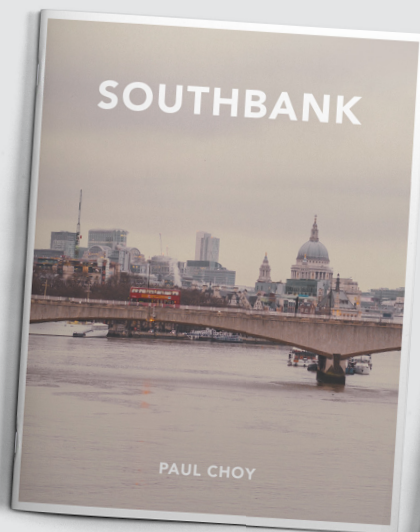
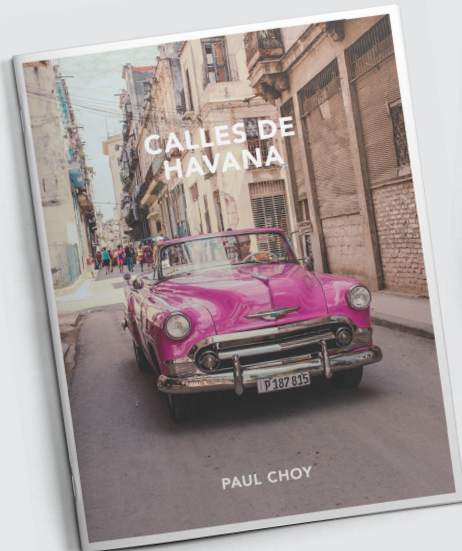


MY PRODUCTIVITY

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Given the nature of the work I aspire to, I can never predict how many stories I will capture on any given production day. It can depend on factors such as the local environment, the weather, and the distance I must travel between locations.

Typically, I endeavour to capture three or more complete stories from each production day.





“ I want to share the authentic stories of the people I meet and the places I visit. ”

CASE STUDIES

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Although every project is different and each should be planned for individually, the following case studies illustrate the potential scope of a project, based on the number of production days.

Production days are not always consecutive and are often spread across a number of locations.



CASE STUDY 1

30 PRODUCTION DAYS

Expected Deliverables

90+ stories comprising 180–300 photographs.

Anticipated Timeline

30 x Production days.
30 x Post-production days.

Total Project Time

60 days

Examples of Usage

- One 192-page book featuring 90 or more individual story collections.
- 100 photographs suitable for editorial/online/brochure use.
- 90 social media posts.

CASE STUDY 2

20 PRODUCTION DAYS

Expected Deliverables

60+ stories comprising 120–180 photographs.

Anticipated Timeline

20 x Production days.
20 x Post-production days.

Total Project Time

40 days

Examples of Usage

- One 132-page book featuring 60 or more individual story collections.
- 70 photographs suitable for editorial/online/brochure use.
- 60 social media posts.

CASE STUDY 3

10 PRODUCTION DAYS

Expected Deliverables

30+ stories comprising 60–120 photographs.

Anticipated Timeline

10 x Production days.

10 x Post-production days.

Total Project Time

20 days

Examples of Usage

- One 72-page booklet featuring 30 or more individual story collections.
- 40 photographs suitable for editorial/online/brochure use.
- 30 social media posts.

CASE STUDY 4

5 PRODUCTION DAYS

Expected Deliverables

15+ stories comprising 30–45 photographs.

Anticipated Timeline

5 x Production days.

5 x Post-production days.

Total Project Time

10 days

Examples of Usage

- One 42-page magazine featuring 15 or more individual story collections.
- 25 photographs suitable for editorial/online/brochure use.
- 15 social media posts.

SAMPLE STORIES

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Here is a small selection of content from some of my recent publications, to illustrate how they appear in print.



WHY COLLABORATE WITH ME?

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You should collaborate with me because I am an internationally published writer, a renowned photographer, and an expert in combining these creative talents to craft engaging stories of our age.

You should collaborate with me because I have widely recognized experience managing the entire creative process from concept to delivery.

Most of all, you should collaborate with me because you appreciate the style and creative qualities of my work; art is not an exact science, and different styles will suit different projects. If my previous work strikes a chord with you, we're considerably more likely to have the synergy required to work together successfully.



Ever since I was a small child, I have always wanted to be an explorer. I enjoyed nothing more than just heading out into the unknown, hoping to discover something new. Over the years, that drive to explore has stayed with me. No matter where I go, I still endeavour to search out something new, learning the stories of wherever I am.

Sharing those stories through the words and photographs I capture inspires me the most. I seek to present a unique view of the world, as seen through my own eyes, by creating original and thought-provoking work.

Today, my quest for discovery continues as I regularly travel the world in search of the stories yet to be told.

Paul Choy